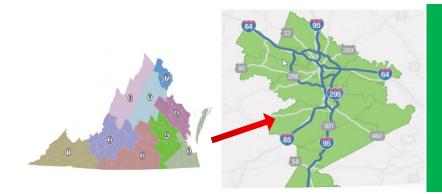
## GO Virginia Regional Council 4 Annual Report July 1, 2022, to June 30, 2023

## I. Introduction

GO Virginia GROW Capital Jobs Foundation is the support organization for Region 4 of GO Virginia, a statewide initiative to improve the Commonwealth's economy by increasing the number of high paying, private sector jobs and encouraging regional cooperation among business, education, and local jurisdictions. Higher paying traded sector jobs are a leading indicator of overall business growth and development.

Region 4 represents the Crater Planning District Commission and the Richmond Region Planning District Commission as shown on the map.

#### GO Virginia is Virginia's economic development initiative with money to invest!



REGION 4: includes the counties of Charles City, Chesterfield, Dinwiddie, Goochland, Greensville, Hanover, Henrico, New Kent, Powhatan, Prince George, Surry, and Sussex; and the cities of Colonial Heights, Emporia, Hopewell, Petersburg, Richmond and the town of Ashland

# The Region 4 targeted sectors that drive our project development and activities continue to include:

- Workforce development and Talent Attraction and Retention
- Enhancing the Innovation/Information Technology Ecosystem
- Site Readiness and Development
- Supporting Potentially Transformative projects and Emerging Clusters Related to Bioscience, Advanced Manufacturing and Logistics

Since the 2021 Growth and Diversification plan was produced, Controlled Environmental Agriculture has emerged as a niche opportunity for the region.

## II. Growth and Diversification Plan Update

Work began in early 2023 update to the Economic Growth and Diversification Plan. A council committee was formed to assist with the process and input includes an extensive Council Survey, numerous stakeholder meetings and industry specific ideation sessions. The plan is being prepared by Dr. Bob Holswoth, DecideSmart with Chumura Economics and Analytics, while working closely with the dedicated special council committee. The Plan is being updated to reflect the changing economic landscape of Region 4 and to address the emerging Pharmaceutical Manufacturing Cluster in the region.

#### Early analytics indicate:

- Region Four will retain its 4 priority clusters Advanced Manufacturing, Information Technology and entrepreneurship, Logistics and Bioscience. The Council has voted to prioritize Pharmaceutical Manufacturing and Information Technology in its upcoming Talent Pathways Initiative proposal. Since the 2021 Growth and Diversification Plan was produced, Controlled Environmental Agriculture has emerged as a niche opportunity for the region.
- Logistics and Manufacturing have been the strongest performers of the 4 priority clusters since 2021. Between 2021 and 2023Q2 in Region 4 total employment in all industries grew by 3.6%. Logistics grew by 8.2% and Manufacturing by 3.9%. Average annual wages in all Region 4 industries increased by 6.4% to \$64,411. Wages in Logistics increased by 11.5% to \$64,884. Manufacturing wages increased by 6.2% to \$73,982. Employment percentage increases in the Crater area localities were greater in 3 of the 4 priority clusters than increases in the Richmond area localities.
- GO Virginia's support for the Pharmaceutical Manufacturing cluster had a significant return on investment since 2021. The strategic plan that was developed with a \$100,000 Enhanced Capacity Building grant became the core

of a proposal that received \$52.9 million from the U.S. Economic Development Administration in a nationwide Build Back Better competition. The decision by companies such as Civica RX to locate facilities in Petersburg and Chesterfield demonstrates the extraordinary potential that the cluster has for the region.

 The Virginia Economic Development Partnership (VEDP) has specified Knowledge Work, Manufacturing and Logistics as its highest priority targets. Region 4's priority clusters are well aligned with these. VEDP has noted that while Knowledge Work industries are forecasted to provide 51% of employment growth until 2030, Virginia's growth in this cluster is lagging national averages. Since 2021, the same is true in Region 4. Information Technology employment has increased by only 1.7% and Bioscience by .7%, well below the all-industry 3.6% average. Traded sector Bioscience jobs have declined in absolute numbers.

The Council has taking proactive steps to increase the growth rates in the Knowledge Work sectors.

The Regional Entrepreneurial Initiative is developing concrete strategies for nurturing tech-based high growth scale ups, improving the ecosystem for commercializing university-based intellectual property, and developing a regional identity and focus within the Information Technology sector.

The Talent Pathways Initiative proposal is explicitly focused on addressing the skill gaps in Pharmaceutical Manufacturing and Information Technology and fostering stronger partnerships between the region's educational institutions and businesses within the two areas.

The Regional Council will continue to work closely with Activation Capital and the Alliance for Better Medicine in building out the Pharmaceutical Manufacturing Cluster.

RVA 757Connects has stood up the Global Internet Hub Council as an outgrowth of the Region 5/Region 4 Enhanced Capacity grant on becoming a Global Internet Hub. The GIH Council will position the region as a preferred site for data center expansion and promote strategic growth in the region's digital infrastructure. At the same time, the Council continues be responsive to changing conditions and the challenges that VEDP has articulated, that are evident in regional data trends, and are seen in the challenges of utilizing office space to grow the Knowledge Work sectors.

Stakeholders being interviewed in process of updating the plan across multiple industries have emphasized the crucial importance of partnerships: deeper and broader connections between business and **all** the colleges and universities in the region; ongoing collaborations with local and regional economic development officials; and partnering to develop a high functioning ecosystem for entrepreneurs.

## III. Summary of Projects

To discuss business and consider and review projects for further vetting by our Foundation Board and eventually final approval, the Region 4 Council convened five times between July 1, 2022, and June 30, 2023. The Region 4 Foundation Board met three times during that time period to discuss, evaluate and possibly recommend projects for final approval by the Region Four Council. The Council's Executive committee met once. The Region 4 nominating Committee met twice.

Over that same period, GROW Capital Jobs Region 4 submitted two projects to DHCD for consideration and approval. All of those projects were submitted to the GO Virginia State Board for approval, and all were subsequently approved.

These projects represent an increased project portfolio of \$1,404.071. (this figure does not include match funds) Total Region 4 sponsored grants exceed \$14,200.000 to date.

The approved Region 4 sponsored grants included projects in a variety of categories including ECB, Per Capita and Statewide Competitive.

## THE BELOW PROJECTS WERE SUBMITTED BY REGION 4 AND APPROVED BY THE GO VIRGINIA STATE BOARD WITH THE GOAL OF ADVANCING REGION 4'S PRIORITY AREAS.

PER CAPITA WORKFORCE/TALENT PROJECTS

#### PROJECT: GOTEC

GO VIRGINIA FUNDS: \$1,150,571

LOCALITY MATCH: \$469,561

NON-LOCALITY MATCH: \$150,000

OTHER LEVERAGE: \$131,135

#### GOTEC REGION 4 CAREER CONNECTIONS LAB

To create work-based learning opportunities and jobs in targeted industries across Region 4 by creating Career Connection labs as a part of the GOTEC hub-and-spoke model to allow middle schoolers to explore career pathways.

Outcomes:

- 3,655 students trained
- Region 4 entity designated as Registered Youth Apprenticeship Intermediary with Virginia Department of Labor and Industry

#### PROJECT: ARISE

GO VIRGINIA FUNDS: \$253,500

LOCALITY MATCH: \$5,000

NON-LOCALITY MATCH: \$162,000

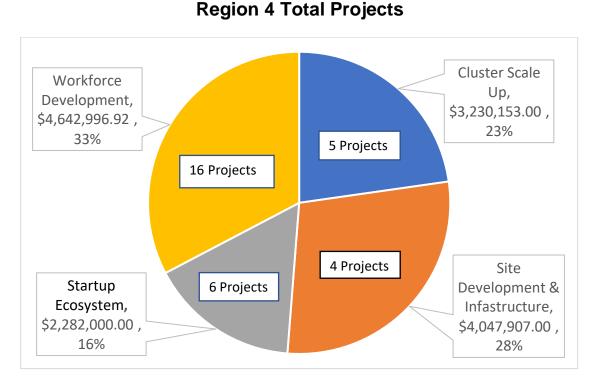
#### OTHER LEVERAGE:

Advancing a Regional Skilled Ecosystem (ARISE) for Life Sciences

To create jobs and award credentials for skilled laboratory technicians by creating a fully equipped learning laboratory at the Reynolds Downtown Campus and developing and launching a laboratory technician major in the Associate of Science degree pathways, and work with industry partners to bring in entry-level employees.

Outcomes:

- 65 credentials awarded
- 83 students trained



#### Note: \* Competitive/Planning Grants led by other regions are not included

#### **Competitive Projects with other Regions**

During this time period GO Virginia Region 4 worked closely with regions 3 and 5 on competitive projects that will prove impactful to our region.

## Middle Mile Fiber Expansion

Region 4 was involved in Mid Atlantic Broadband, a Region 3 sponsored project which helped to fund an extensive network of open-access middle-mile fiber in the Commonwealth of Virginia. While not officially approved by the GO Virginia Council during this reporting period, the project is poised to have a transformative impact on multiple regions. The project boasts several notable aspects, including the extension of new, diverse middle-mile backbone routes that will be established in 12 localities, enabling providers to reach underserved areas in the Counties of Cumberland, Dinwiddie, Greensville, Goochland, Louisa, Lunenburg, Mecklenburg, Nottoway, Prince Edward, Prince George, Sussex and the City of Petersburg.

Furthermore, this ambitious initiative will connect over 32 industrial and business parks with diverse fiber infrastructure. Key economic development sites including the Mid-Atlantic Advanced Manufacturing Center (MAMaC) in Greensville County, the Sussex Megasite, the Shannon Hill Regional Business Park in Louisa County, the Advanced Pharmaceutical Manufacturing (APM) Cluster in Petersburg and the

Heartland Innovative Technology (HIT) Park in Prince Edward County will be connected to this expansive network.

## The Gupton Initiative

The goal of the Gupton Initiative is to launch and demonstrate the sustainability of a career pathways partnership with VCU's College of Engineering to create a pipeline of internship and employment opportunities for students of the Commonwealth Alliance of Rural Colleges (CARC) member institutions in the advanced pharmaceutical manufacturing cluster in Central Virginia, and to further validate the potential for employment to advanced manufacturing sectors across the Commonwealth, most specifically in the rural regions represented by CARC member institutions.

## GOTEC Region 3

GOTEC Virginia is a partnership between IALR, GO Virginia Regions 1, 3, 4, and 5, three In-Region Coordinating Entities (IRCE), employers, economic developers, K12 Divisions, and higher education institutions. GOTEC Virginia will be executed by IALR and the three IRCEs, with efforts informed and endorsed by a 16-member multi-region Board of Directors. Through the IRCEs, each region will establish a GOTEC Advisory Board, composed of 21 members. GOTEC Virginia 2025 includes the development of three GOTEC Training Labs – one each in Region 1, Region 4 and Region 5 – to serve as a focal point for regional economic developers, working with existing and prospective businesses, to showcase the GOTEC talent pathways and hands-on technology integration that create a pipeline of skilled workers.

## Virginia Growth Alliance

Virginia Growth Alliance Site Development Project will work to elevate seven sites on the VEDP Virginia Business Ready Sites scale. Among those sites are two sites that will be elevated to tier 5 via due diligence (185 Industrial Park and Brunswick County Industrial Park), two sites that will be elevated to tier 4 via due diligence (Heartland Industrial Park and Lunenburg Commerce Center), two sites that will be elevated to tier 3 via due diligence (K-V Industrial Site and Lunenburg-Victoria Industrial Site) and one site that will maintain its soon to expire tier 4 status updated due diligence (FASTA Site). GO Virginia funds will be used for architectural and engineering services, as well as for marketing materials and website updates.

## Life Science Virginia Project

To create a talent pipeline of students who choose to focus on careers in life sciences. The project will prepare and conduct a pilot introducing students to the life science field. This will include classroom and laboratory study, along with networking with networking opportunities and a focus on development of soft skills. Henrico County Public Schools and Virginia Beach Public Schools have each agreed to partner with the project by hosting a pilot for a semester.

## IV. Regional Collaboration and Partner Support

Collaboration among localities, education and business continues to be a major driver of many Region Four activities. Region 4 involvement in important activities driving that effort in this year included numerous activities and initiatives associated with ongoing GO Virginia projects and regional economic activities.

GO Virginia's continued support for the Pharmaceutical Manufacturing cluster continues to build and gain momentum. The Region 4 Council will continue to work closely with Activation Capital and it's Alliance for Building Better Medicine in Pharmaceutical Manufacturing which works to bring together business, government, and educational institutions from areas of Region 4 to build out the Pharmaceutical Manufacturing Cluster.

#### Partners include:

- Virginia Gateway Region
- City of Petersburg
- City Of Richmond
- Chesterfield County
- Henrico
- Activation Capital
- Community College Workforce Alliance
- Greater Richmond Partnership
- CCAM
- Virginia Commonwealth University
- Virginia State University

#### Involvement in RVA757 Connects

Region Four GROW Capital Jobs continues to work closely with RVA757 Connects. RVA757 Connects is a 501(c)(3) organization dedicated to improving the economic success and quality of life for all in the RVA (Region 4) and the 757 (Region 5) area.

The organization seeks to identify, support and advance major opportunities, initiatives, and projects that will meaningfully impact both Richmond and Hampton Roads. Wilson Flohr, CEO of GROW Capital Jobs serves on the Board's Executive Committee along with leadership from Region 5. Region 4 Council Member Todd Haymore serves on the board.

RVA757Connects has stood up the Global Internet Hub Council as an outgrowth of the Region 5/Region 4 Enhanced Capacity grant on becoming a Global Internet Hub. The GIH Council will position the region as a preferred site for data center expansion and promote strategic growth in the region's digital infrastructure. The GIH would build upon the presence of international subsea cables in Virginia Beach and data center concentration in Henrico County to accelerate the growth of the digital infrastructure across the entire corridor.

#### Partners include:

- GO Virginia Region 5
- Henrico County
- City Of Richmond
- Greater Richmond Partnership
- Hampton Roads Executive Roundtable
- Hampton Roads Community Foundation
- The Community Foundation for Greater Richmond

#### Regional Entrepreneurship Initiative

The Regional Entrepreneurial Initiative (REI) that began this year is in process and is being quarterbacked by Activation Capital. The initiative has encouraged tremendous regional cooperation and forged new partnerships across the region. GO Virginia Region 4 staff have participated in events and meetings to address the effort to develop an overall strategy for the entire region.

#### Partners include:

- Activation Capital
- City Of Richmond
- Henrico County
- Chesterfield County
- Start Up Virginia
- Lighthouse Labs
- Charles City
- Goochland County
- Greensville County
- Hanover County
- Powhatan County

- Virginia Gateway Region and Member localities
- Greater Richmond Partnership

#### Talent Pathway Initiative

The council began its evaluation of the region's talent needs for the next 10 years with a report that was developed by Decide Smart and Chmura Economics and Analytics with additional data from Emsi Burning Glass created for ChamberRVA. This 24-page report was reviewed by the Council in October 2022. This report named "Making the Talent Pipeline Flow" was the impetus to apply for the TPI grant. A council member committee including several SMEs were convened in early 2023 and they selected and recommended two categories of talent to be considered for the grant, Information Technology and Advanced Pharmaceutical Manufacturing talent. A request for interest was broadcasted and over 10 potential organizations were invited to be considered to lead the project. Ultimately Brightpoint CC was selected with ChamberRVA as a support group for the project.

#### Virginia Bio Connect

This project's goal is to strengthen and grow the Life Science industry cluster in Virginia. Virginia Bio Connect accomplishes this by supporting BioHubs to share best practices, elevate workforce development and provide mentorship through three experts in the field. Workshops were created with the virtual entrepreneur in resident. Young professional networking events were created in the fall of 2022 and over 50 internships were created by the hubs with 41 companies during spring/summer of 2023. Regional collaboration on this project continues within the Region 2,5,7,9, and 4 community.

#### In Addition

Region 4 staff continues meeting with Greater Richmond Partnership representatives to discuss GO Virginia involvement with regional economic efforts and strategies.

Equally important has been our continued its participation with the Crater Economic Development Group (CEDS) in the Crater Planning District to provide updates on projects and to generate future projects. The staff also engages in regular conversations with the Petersburg based Cameron Foundation to incubate projects and provide updates of current GO Virginia approved grants. The Cameron Foundation has demonstrated particular interest in partnering with GO Virginia as their major focus is supporting the Petersburg metro area through economic and quality of life funding efforts.

Region 4 staff continues to hold conversations with higher education institutions including Virginia State University, Virginia Union University, Brightpoint Community College, Reynolds Community College, Richard Bland Community College, University of Richmond, and Virginia Commonwealth University to monitor existing projects and seek out viable projects in the future.

## V. Outcomes & Impact

The Grow Capital Jobs Region 4 support staff performed management and reporting related activities to funded projects and provided dashboard updates to Region 4 Council members regarding milestones and objectives met.

#### July 1, 2022, through June 30, 2023

We have executed performance closeouts on the following four projects during July 1, 2022, through June 30, 2023:

1.Site Sussex Water Study, a Per Capita project, used its \$96,000 to create a Preliminary Engineering Report (PER) to better inform future decision making regarding the Sussex County Mega Site Water Supply. (performance close 8/4/22)

2.Capital Richmond SBDC Launch, an ERR project which used \$30,500 to help launch a Richmond Small Business Development Region Office created 47 new businesses and 369 jobs. It raised over \$8.2 million. Most importantly, they have helped over 1,000 business owners' trend toward success. (performance close 10/31/22)

3.Demand+Supply=Success: Virtual Connections for Businesses and Jobseekers, an ERR grant, used \$80,600 to adopt and adapt the Network2Work model, creating an online job board and developing a robust network of interconnected workforce and human resources providers referring those without jobs. (performance close 12/22/22)

4. Virginia Restaurant and Hotel Workforce COVID Recovery & Upskilling Program, an ERR grant, grew out of a need to address the impact of the pandemic on the hospitality industry. It used \$132,500 to serve 175 businesses and train 676 employees. (performance close 4/17/23)

## VI. Communication and Outreach

Go Virginia Region 4 has continued to reach out to local and regional representatives to tell the GO Virginia story and to encourage their involvement in project generation and participation. GO Virginia Region 4 staff and Council members meet with business leaders in the Region and serve on advisory and locality committees and boards to offer suggestions and guidance regarding potential projects that meet the Go Virginia guidelines and requirements. Presentations are made to appropriate business and civic organizations to educate members on the GO Virginia initiative and process.

## VII. <u>Project Pipeline</u>

## Talent Pathway Initiative

An important goal of the TPI initiative is to encourage and identify potential GO Virginia projects in Region 4 which will align with Our Growth and Diversification Plan and move our region forward economically.

## Regional Entrepreneurship Initiative

The ongoing REI is finalizing a series of recommendations for immediate implementation to support deep tech commercialization in the life sciences. These recommendations will be presented in November and will promote better collaboration with local universities, innovative ways of supporting life science entrepreneurs and a strategy for bringing more venture capital to our area. We are expecting several GO Virginia projects to arise as a result of this important initiative.

## In Addition

Grow Capital Jobs Region 4 will continue to seek out projects that align with the Region's Growth and Diversification Plan. Project pipeline emphasis include workforce training efforts surrounding the emergent pharmaceutical and Tech Talent categories in our area, projects that emerge from our present Regional Entrepreneurship Innovation study as well as a continued focus on site development and other workforce development opportunities.

VEDP has also designated a set of "niche" areas that are not fully defined clusters but are emerging industries where the Commonwealth can have a competitive advantage. Controlled Environment Agriculture (CEA) is an emerging niche where Region 4 can be extremely competitive. The decision by Plenty to locate the world's largest vertical farming campus in Chesterfield, the AG Tech research conducted at Virginia State University, and the region's experience with food manufacturing make CEA a niche that the Council should consider. The Council will consider projects that can combine research, next generation manufacturing, and site development to build upon the region's competitiveness in this emerging niche.

The Council will continue to work on upgrading the number of business-ready sites throughout the region, especially where limited resources need to be supplemented by external funds.

The Council will consider strategies that potentially lead to projects that can address how the emergent surplus of office space can be repurposed to support regional development.

#### **Leadership**

#### FY 22 - 23 Council Members

#### **Council Notes**

During this time period, Jennifer Hunter, John Lloyd, Carrie Roth, and John Vithoulkis, resigned from the GROW Capital Jobs Region 4 Council.

During this time period, Monica Smith-Callahan, Henrico County Deputy County Manager, Kathryn "Katie" Fessler, Senior Director, Community Impact for Altria Client Services LLC, Chuck Pollard, CEO of Achieve One, Charles D Wilson, President and Managing Partner of CW Consulting Group and Elizabeth Creamer, Vice President, Workforce Development & Credential Attainment/CCWA were nominated by the GO Virginia Region 4 Nominating Committee and subsequently elected to serve on the GROW Capital Jobs Region 4 Council.

The Council was certified in compliance with the GO Virginia regulations.

## VIII. Council Members

Brian Anderson, President and CEO ChamberRVA

Chandra Briggman, President and CEO, Activation Capital

Dr. Joseph P. Casey, County Administrator, Chesterfield County

John William "Will" Clements, President and CEO, Bank of Southside Virginia

*Elizabeth Creamer, Vice President, Workforce Development & Credential Attainment, Community College Workforce Alliance (CCWA)* 

Kathryn M. Fessler "Katie", Senior Director, Community Impact, Altria Client Services

Moses Foster, CEO, West Cary Group

*William H. Goodwin Jr.*, Chairman Emeritus of CCA Industries, Inc. and The Riverstone Group, LLC

Todd P. Haymore, Managing Director, Hunton Andrews Kurth

Mark Hourigan, CEO, Hourigan Construction

John A. Luke Jr., Non-executive Chairman, WestRock (formerly MeadWestvaco)

**Dr. Mark E. Moore**, Crater Regional Planning District Commission; local planning and economic development, Crater Vision Center

Dr. Paula Pando, President of Reynolds Community College

Chuck Pollard, Chief Operating Officer, Achieve One

Dr. Michael Rao, Ph.D. President, Virginia Commonwealth University and VCU Health

Dr. Edward "Ted" Raspiller, Ed.D. President, John Tyler Community

*Carter Reid*, Senior Vice President, Chief Administrative and Compliance Officer and Corporate Secretary of Dominion Resources

Martha Shickle, Executive Director, Richmond Regional Planning District Commission

Natalie Slate, Deputy Administrator/Director of Economic Development, Greensville County

Monica Smith-Callahan, Deputy County Manager, Community Affairs, County of Henrico

*Lorin S. Sodell*, Director of External and Industry Engagement & Director of Business Development and Advanced Manufacturing Education

College of Engineering and Technology, Virginia State University & Commonwealth Center of Advanced Manufacturing (CCAM)

Paul Tuck, Project Director, Javon Engineering

#### Support Organization Information

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Ann Isbell Program Manager ann@growcapitaljobs.org 804-788-5824

Serena Barry Communications Serena@growcapitaljobs.org 804-788-5822



(1) Kickoff meeting with participating schools picture participant information:

\*Left to right in the photo are:

- Burke George, Coordinator of Career and Technical Education, Dinwiddie County Public Schools
- Carly Woolfolk, Director of Secondary Education and CTE, Dinwiddie County Public Schools
- Airon Grim, Ed.D., Director of Assessment, Career Readiness, and Instructional Technology, Surry County Public Schools
- Evan Jones, Training Coordinator GO TEC Region 4, Institute for Advanced Learning and Research
- Jill Collins, GO TEC Program Coordinator, Institute for Advanced Learning and Research
- Barbara Smith, Director of Workforce Readiness, Petersburg City Public Schools
- Janelle Brooks, GO TEC Program Manager, Institute for Advanced Learning and Research
- Kristina Truell, Supervisor of Career and Technical Education, Hopewell City Public Schools
- Betsey Odell, Director of Development, Commonwealth Center for Advanced Manufacturing
- Patrick Newman, Ph.D., Director of Curriculum and Assessment, Colonial Heights Public Schools
- Travis Ridley, Assistant Superintendent of Instruction, Colonial Heights Public Schools



#### (2) Our first GO TEC advisory committee meeting members in photo from left to right:

Kevin Foster (The John Randolph Foundation),
Stuart Kennedy (GE),
Heather Taylor (Brightpoint Community College),
Lorin Sodell (VSU, CCAM, GO Virginia Region 4
Betsey Odell (CCAM),
Kristina Truell (Hopewell City Public Schools),
Michelle Rogers (Virginia's Gateway Region),
David Denny (Virginia's Growth Alliance)
Monica Smith-Callahan (Henrico County / GO Virginia Region 4),
Evan Jones (IALR Region 4 Training Coordinator)
Art Espey (Lighthouse Labs),
Jacob Taylor (IALR Region 3 Training Coordinator),
Vanessa Womack (Alliance for Building Better Medicines),
Matt Kellam (Dominion Energy)
Not pictured:

Elizabeth Creamer (CCWA), Thomas Midgette (Richard Bland College / VA-FAME), Joy Polefrone (Alliance for Building Better Medicines), Jermail Foster (Dominion Energy), Abigale T. Matulewicz, (VCU College of Pharmacy)



GO Virginia Region 4 Program Manager Ann Isbell participates in the January 26,2023 Global Internet Hub Steering Committee meeting at the Meta Data Center in Henrico County.



Serena Barry, GO Virginia Region 4 Communications Manager participates in the Global Internet Hub Steering Committee meeting at the CarMax Innovation Center in Richmond on March 28, 2023.



On June 22, 2023, Wilson Flohr, GO Virginia Region 4 CEO discussed the emerging pharmaceutical cluster with Ned McCoy, CEO of Civica, at a hard hat tour and welcome reception at Civica Foundation in Petersburg.